

Message Text

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INFO OCT-01 ARA-10 ISO-00 EB-07 /018 R

DRAFTED BY COM/BIC/OIM/242:TPCLARY

APPROVED BY EB/OCA/CM/JSIMMONS

COM/BIC/OIM/EM/RDFOGLESONG

COM/0IC/OIM/CGENDREAU

ARA/ECP/DLACY

ARA/MEX./G.FALK

EB/CSB/OCA/C.BERLIN

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R 221309Z MAY 76

FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

UNCLAS STATE 126499

E.O. 11652: N/A

TAGS: BEXP, AFSP, MX

SUBJECT: COUNTRY COMMERCIAL PROGRAM - FY 1977 DRAFT CCP

REFERENCE: STATE A-7369, 12/10/75

1. WASHINGTON COMMERCIAL ACTION GROUP (WCAG) AGREED DRAFT OF FY 1977 C.C.P. FOR MEXICO BEING HAND CARRIED TO POST BY ROBERT FOGLESONG ON MAY 24, 1976. DRAFT HAS BEEN REVIEWED AND CLEARED BY MEMBERS OF WCAG. RECOMMENDATIONS SUBMITTED BY POST HAVE BEEN INCORPORATED TO MAXIMUM EXTENT POSSIBLE ALTHOUGH SOME MODIFICATIONS HAVE BEEN INTRODUCED TO REFLECT PROGRAM REQUIREMENTS OF WCAG AGENCIES.

IN MANY CCPS, CAMPAIGN ACTIONS OFTEN ENTAIL OR COULD ENTAIL USE OF USIA MEDIA PRODUCTS AND THE ACTIVE INVOLVEMENT OF USIS SERVICES . TO STRENGTHEN USIA SUPPORT OF EX-PORT AND TOURISM PROMOTION, PUBLIC AFFAIRS OFFICERS HAVE BEEN ASKED TO SUBMIT ALL REQUESTS FOR WASHINGTON PREPARED MEDIA PRODUCTS ARISING FROM THEIR PROJECTED SUPPORT OF CCP
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CAMPAIGNS WITH THEIR FY-77 COUNTRY PLANS. IN USIA, REQUESTS

FOR NEW MEDIA PRODUCTS ARE SUBJECT TO REVIEW, AFTER WHICH POSTS WILL BE INFORMED WHICH PRODUCTS THEY CAN EXPECT TO RECEIVE AND WHEN. IT IS ANTICIPATED THAT MOST OF THE NEW

MEDIA PRODUCTS BEING PREPARED IN THE C.C.P. CONTEXT DURING FY 1976 AND 1977 WILL SUPPORT THE TARGET INDUSTRIES SELECTED FOR FY 1977 WHICH WERE ENUMERATED IN REPAIR AND STATE 54879.

3. A SEPARATE MESSAGE REGARDING TRAVEL PLANS OF WCAG REPRESENTATIVES WILL FOLLOW EH WHEN ARRANGEMENTS ARE FINALIZED.

4. ACTION REQUESTED: POST REQUESTED TO REVIEW APPROVED DRAFT PRIOR TO ARRIVAL OF AND DISCUSSION WITH WCAG REPRESENTATIVES AND TO COMPLETE/UPDATE SECTION II, PERSONNEL RESOURCE LIST. DESIREABLE POST COMPILE TOTAL PERSON DAYS AVAILABILITIES AND CALCULATE WORKLOAD REQUIREMENTS FOR SPECIFIC FUNCTIONS AS BASIS FOR COMPLETION OF SECTION V TABLES DURING VISIT WCAG REPRESENTATIVES. POST ALSO REQUESTED TO REVIEW CAMPAIGN JUSTIFICATIONS TO DETERMINE WHETHER FURTHER SPECIFIC DATA MAY BE DESIREABLE TO JUSTIFY THE MAGNITUDE OF THE PERSONNEL AND FINANCIAL RESOURCES LIKELY TO BE DEVOTED TO THE CAMPAIGN. ROBINSON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 22 MAY 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976STATE126499
Document Source: CORE
Document Unique ID: 00
Drafter: TPCLARY
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760199-1019
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760524/aaaaauqb.tel
Line Count: 85
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE A-7369
Review Action: RELEASED, APPROVED
Review Authority: wolfsd
Review Comment: n/a
Review Content Flags:
Review Date: 28 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <28 JUL 2004 by mendozsm>; APPROVED <04 OCT 2004 by wolfsd>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAM - FY 1977 DRAFT CCP
TAGS: BEXP, AFSP, MX
To: MEXICO
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006